

WHAT IS CLAIMED IS:

- 1 1. A system for providing ticket information to a plurality of client computers via a network
2 connection, comprising:
- 3 (a) a database containing the ticket information for at least restricted tickets different
4 from unrestricted tickets, wherein both the restricted tickets and the unrestricted tickets provide
5 access to an event and wherein the ticket information comprises at least availability information
6 and price information; and
- 7 (b) an event server configured to:
- 8 (i) access the database;
- 9 (ii) dynamically determine a number of the restricted tickets to make available
10 for purchase in response to purchase orders received from the plurality of client computers;
11 and
12 (iii) respond to the purchase orders received from the plurality of client
13 computers.
- 14 2. The system of claim 1, wherein the event server is configured to respond to purchase
15 orders for the unrestricted tickets.
- 16 3. The system of claim 1, wherein the event server is configured to respond to the purchase
17 orders by sending at least part of the ticket information to the plurality of client computers.
- 18 4. The system of claim 1, wherein the event server is configured to dynamically determine
19 the number of the restricted tickets to make available for purchase by, after receiving at least one
20 purchase order, comparing an estimated number of remaining restricted tickets to a predetermined
21 range of restricted tickets and changing the number of restricted tickets to make available for
22 purchase if the estimated number of the remaining restricted tickets is outside of the
23 predetermined range.
- 24 5. The system of claim 1, wherein the event server is configured to dynamically determine
25 the number of the restricted tickets to make available for purchase by periodically changing the

3 number in response to the number of purchase orders received.

1 6. The system of claim 1, wherein the number of remaining restricted tickets is the difference
2 between a remaining portion of an initial number of the restricted tickets and an estimated number
3 of the restricted tickets to be sold in a remaining time period before an event date.

1 7. The system of claim 1, wherein the network connection is the Internet.

1 8. The system of claim 1, wherein the plurality of client computers comprises a plurality of
2 dedicated stand-alone computers configured specifically for ticket purchases.

1 9. The system of claim 1, wherein the restricted tickets are non-refundable and the
2 unrestricted tickets are refundable.

1 10. The system of claim 1, wherein the event server is configured to dynamically determine
2 the number of the restricted tickets to make available for purchase by periodically changing the
3 number in response to the number of purchase orders received and a time period remaining before
4 an event occurs, wherein the event is made accessible to holders of the restricted and unrestricted
5 tickets.

1 11. The system of claim 10, wherein the event is made conditionally accessible to holders of
2 the restricted tickets and unconditionally to holders of the unrestricted tickets.

1 12. A signal bearing medium containing a program which, when executed by a processor,
2 performs a method to determine availability of restricted tickets different from unrestricted tickets,
3 the method comprising:

4 processing purchase orders for the restricted class of tickets received from a plurality of
5 client computers;

6 assessing, after processing at least one purchase order, whether a number of the restricted
7 class of tickets available for purchase meets a predetermined condition; and

8 if the predetermined condition is not met, changing the number of the restricted class of
9 tickets available for purchase to an adjusted number.

1 13. The signal bearing medium of claim 12, further comprising, prior to processing the
2 purchase orders, determining an initial number of the restricted class of tickets to make available
3 for purchase.

1 14. The signal bearing medium of claim 12, wherein the adjusted number is greater than the
2 assessed number of the restricted class of tickets available for purchase if the assessed number is
3 less than the threshold value.

1 15. The signal bearing medium of claim 12, further comprising processing purchase orders for
2 unrestricted tickets.

1 16. The signal bearing medium of claim 12, wherein the step of assessing comprises
2 periodically changing the number of the restricted class of tickets available for purchase to the
3 adjusted number in response to a number of purchase orders received and a time period remaining
4 before an event occurs, wherein the event is made accessible to holders of the restricted and
5 unrestricted class of tickets.

1 17. The signal bearing medium of claim 12, wherein the restricted tickets are non-refundable
2 and the unrestricted tickets are refundable.

1 18. The signal bearing medium of claim 12, wherein the predetermined condition is a
2 threshold value and wherein the adjusted number is less than the assessed number of the restricted
3 class of tickets available for purchase if the assessed number is less than the threshold value.

1 19. The signal bearing medium of claim 18, wherein the predetermined condition varies with
2 time.

1 20. The signal bearing medium of claim 12, wherein determining the initial number
2 comprises:
3 estimating a number of purchases of the restricted class of tickets;
4 determining whether the estimated number of purchases is less than a threshold; and
5 if not, setting the estimated number of purchases equal to the number of the restricted class
6 of tickets to make available.

1 21. The signal bearing medium of claim 20 wherein estimating the number of purchases of the
2 restricted class of tickets is done according to a formula:
3
$$N = (\text{Total_Tickets}) - (P_C);$$
 where N is the estimated number of purchases, Total_Tickets
4 is a total number of tickets possible according to a capacity of the event, P_C is a number of
5 purchases expected to made at the time of the event according an estimated total number potential
6 purchasers.

1 22. A method for operating a server computer connected to a plurality of client computers via a
2 network, wherein the server computer is configured to determine availability of at least a restricted
3 class of tickets for an event accessible to holders of at least one of the restricted class of tickets and
4 an unrestricted class of tickets, wherein the restricted class of tickets have at least one limitation
5 not associated with the unrestricted class of tickets, the method comprising:
6 determining an initial number of the restricted class of tickets to make available for
7 purchase;
8 receiving purchase orders for the restricted class of tickets from the plurality of client
9 computers;
10 assessing, after processing at least one purchase order, whether a number of remaining
11 tickets of the restricted class of tickets meets predetermined conditions; and
12 if the predetermined condition is not met, changing the initial number of the restricted
13 class of tickets to an adjusted number.

1 23. The method of claim 22, wherein the number of remaining tickets of the restricted class of
2 tickets is estimated according to at least a number of tickets sold and a number of tickets expected

3 to be sold in a remaining time period.

1 24. The method of claim 22, wherein the predetermined condition changes with time.

1 25. The method of claim 22, wherein the restricted class of tickets are non-refundable and the
2 unrestricted class of tickets are refundable.

1 26. The method of claim 22, wherein the at least one limitation is one of a limitation on use,
2 transference and refund.

1 27. The method of claim 22, wherein receiving purchase orders from the plurality of client
2 computers comprises receiving requests from a plurality of dedicated stand-alone computers
3 configured specifically for ticket purchases.

1 28. The method of claim 22, wherein receiving purchase orders from the plurality of client
2 computers comprises receiving requests from a plurality of personal computers connected to the
3 server computer by a network connection.

1 29. The method of claim 22, wherein changing the number of the remaining tickets to make
2 available comprises decreasing the number.

1 30. The method of claim 22, wherein changing the number of the remaining tickets to make
2 available comprises one of decreasing the number and increasing the number.

1 31. The method of claim 30, wherein if changing the number of the remaining tickets to make
2 available comprises decreasing the number, then further comprising stimulating sales of the
3 restricted class of tickets.

1 32. The method of claim 22, wherein if the number of remaining tickets meets the
2 predetermined condition, then further comprising leaving the number of remaining tickets

3 available unchanged.

1 33. The method of claim 22, wherein determining the initial number comprises:
2 estimating a number of purchases of the restricted class of tickets;
3 determining whether the estimated number of purchases is less than a threshold; and
4 if not, setting the estimated number of purchases equal to the number of the restricted class
5 of tickets to make available.

1 34. The method of claim 33, wherein if the estimated number of purchases is less than the
2 threshold, requesting an increase in a number of instances of the event from an event sponsor.

3 35. The method of claim 33, wherein estimating the number of purchases of the restricted
4 class of tickets is done according to a formula:
5
$$N = (\text{Total_Tickets}) - (P_C);$$
 where N is the estimated number of purchases, Total_Tickets
6 is a total number of tickets possible according to a capacity of the event, P_C is a number of
7 purchases expected to made at the time of the event according an estimated total number potential
8 purchasers.

9 36. The method of claim 22, wherein the step of assessing comprises periodically determining
10 whether the number of remaining tickets is within a predetermined range.

1 37. The method of claim 22, wherein the step of determining the initial number is done only
2 once for the event and the steps of assessing and changing are done periodically.